CLAIMS

What is claimed is:

1   1.   A method for reducing costs in a supply chain management framework,

2   comprising:

3   a)   receiving data from a plurality of supply chain participants utilizing a network,

4   the data relating to the sale of products by the supply chain participants;

5   b)   determining rules to ensure the incurrence of minimal costs to the supply chain

6   participants; and

7   c)   applying the rules to ensure supply to the supply chain participants at minimal

8   cost without requiring the supply chain manager to take title to any goods.

1   2.   The method of claim 1, wherein the rules are determined by a brand owner.

1   3.   The method of claim 1, wherein the rules indicate a distributor to which the

2   electronic order form is to be sent.

1   4.   The method of claim 1, wherein the rules indicate an amount of the products to be

2   ordered from the distributor of the supply chain.

1   5.   The method of claim 1, wherein forecasting is carried out as a function of the

2   rules.

1   6.   The method of claim 1, wherein promotion planning is carried out as a function of

2   the rules.

1   7.   A system for reducing costs in a supply chain management framework,

2   comprising:

3   a)   logic for receiving data from a plurality of supply chain participants utilizing a

4   network, the data relating to the sale of products by the supply chain participants;

5   b)   logic for determining rules to ensure the incurrence of minimal costs to the supply

6   chain participants; and

7   c)   logic for applying the rules to ensure supply to the supply chain participants at

8   minimal cost without requiring the supply chain manager to take title to any

9   goods.

1   8.   The system of claim 7, wherein the rules are determined by a brand owner.

1   9.   The system of claim 7, wherein the rules indicate a distributor to which the

2   electronic order form is to be sent.

1   10.   The system of claim 7, wherein the rules indicate an amount of the products to be

2   ordered from the distributor of the supply chain.

1   11.   The system of claim 7, wherein forecasting is carried out as a function of the

2   rules.

     12.   The system of claim 7, wherein promotion planning is carried out as a function of

          the rules.

1   13.   A computer program product for reducing costs in a supply chain management

2   framework, comprising:

3   a)   computer code for receiving data from a plurality of supply chain participants

4   utilizing a network, the data relating to the sale of products by the supply chain

5   participants;

6   b)   computer code for determining rules to ensure the incurrence of minimal costs to

7   the supply chain participants; and

8   c)   computer code applying the rules to ensure supply to the supply chain participants

9   at minimal cost without requiring the supply chain manager to take title to any

10   goods.

1   14. The computer program product of claim 13, wherein the rules are determined by a

2   brand owner.

1   15. The computer program product of claim 13, wherein the rules indicate a

2   distributor to which the electronic order form is to be sent.

1   16. The computer program product of claim 13, wherein the rules indicate an amount

2   of the products to be ordered from the distributor of the supply chain.

1   17. The computer program product of claim 13, wherein forecasting is carried out as a

2   function of the rules.

18. The computer program product of claim 13, wherein promotion planning is

     carried out as a function of the rules.